The FEMA.gov Web Performance Metrics

May 1, 2018 - May 31, 2018

◯ All Users
100.00% Sessions

Total Visits (Sessions)

1,410,307
% of Total: **100.00% (1,410,307)**

Avg. Visit (Session) Duration

00:02:09
Avg for View: **00:02:09 (0.00%)**

Pageviews

2,979,647
% of Total: **100.00% (2,979,647)**

Unique Visitors (Users)

965,258
% of Total: **100.00% (965,258)**

Average Pages Per Visit (Session)

2.11
Avg for View: **2.11 (0.00%)**

Average Time on Page

00:01:54
Avg for View: **00:01:54 (0.00%)**

Bounce Rate

49.15%
Avg for View: **49.15% (0.00%)**

Visits (Sessions) by Social Network

Social Network	Sessions
Facebook	9,289
Twitter	2,012
LinkedIn	737
Instagram Stories	697
reddit	278
wikiHow	112
Pinterest	57
YouTube	53
WordPress	51
Blogger	48

Top Pages

Page Title	Pageviews	Bounce Rate
Home	FEMA.gov	358,115	60.84%
Disasters	FEMA.gov	208,310	29.60%
The National Flood Insurance Program	FEMA.gov	60,900	47.69%
Authorized Equipment List	FEMA.gov	42,789	24.82%
Flood Zones	FEMA.gov	41,100	52.10%
National Flood Insurance Program: Flood Hazard Mapping	FEMA.gov	28,542	30.46%
Emergency Supply List	FEMA.gov	27,442	18.11%
Flood Mapping Products	FEMA.gov	26,207	19.52%
National Incident Management System	FEMA.gov	25,767	51.55%
Training	FEMA.gov	19,371	45.01%

New vs Returning Visitors (Users)

■ New Visitor ■ Returning Visitor

24%
76%
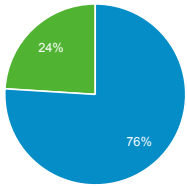
Sessions by Source

Source	Sessions
google	674,529
(direct)	330,557
bing	93,660
search.usa.gov	57,728
ready.gov	44,111
yahoo	23,215

Sessions by Browser

Browser	Sessions
Chrome	642,363
Internet Explorer	312,367
Safari	252,090
Firefox	83,723
Edge	73,907
Samsung Internet	17,332